

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

<b>Applicant(s):</b>	Barry et al.	<b>Conf. No.:</b>	6426
<b>Serial No.:</b>	10/087,679	<b>Art Unit:</b>	2178
<b>Filed:</b>	March 1, 2002	<b>Examiner:</b>	Stork, Kyle R.
<b>Title:</b>	SYSTEM AND METHOD FOR DEVELOPING A WEBSITE	<b>Docket. No.:</b>	END920010124US1 (IBME-0037)

Mail Stop Appeal Brief- Patents  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDED BRIEF OF APPELLANTS**

This is an appeal from the Final Rejection dated January 23, 2009, rejecting claims 1-29, and replaces the Brief of Appellants dated May 20, 2009.

**REAL PARTY IN INTEREST**

International Business Machines Corporation is the real party in interest.

**RELATED APPEALS AND INTERFERENCES**

There are no related appeals or interferences.

## **STATUS OF CLAIMS**

As filed, this case included claims 1-28. Claim 29 was added via a previous amendment. Claims 1-29 remain pending. Claims 1-29 stand rejected and form the basis of this appeal.

## **STATUS OF AMENDMENTS**

No amendment has been submitted in response to the After Final Rejection filed by the Office on January 23, 2009.

## **SUMMARY OF THE CLAIMED SUBJECT MATTER**

The present invention provides a system and method for developing a website. Under the present invention, content can be provided in a non-HTML format. In addition, the web pages of a website developed can each include categories. Each category can be assigned to a particular group of creators, which will submit content therefor.

Claim 1 claims a system for developing a website, comprising: a content system for enabling a developer of the website to provide content for web pages of the website (see e.g., page 10, line 20 through page 12, line 5; Fig. 2, item 50; Fig. 3, item 62), wherein the web pages have defined categories based on location within the website into which the content is arranged, each category being defined based on a type of subject matter of information in the content; a site diagram system for enabling the developer to dynamically define and depict a relationship between the web pages (see e.g., page 10, line 20 through page 12, line 5; Fig. 2, item 50; Fig. 3, item 62); a calendar system for enabling the developer to define a calendar within the website that a user uses to keep track of calendaring information (see e.g., page 13, line 1-7; Fig. 2, item 56); a breadcrumb system for enabling the developer to specify whether breadcrumb code is

inserted into the web pages (see e.g., page 12, line 6-18; Fig. 2, item 52); and a feedback system for enabling the developer to define a feedback mechanism for receiving and tracking feedback related to the website from the user, (see e.g., page 13, line 8-16; Fig. 2, item 60) wherein the content, the relationship, the calendar, the breadcrumb code, and the feedback mechanism of the website are adapted to be developed by a developer that has no knowledge of web-based programming and has no knowledge of Hypertext Markup Language (HTML) (see e.g., page 1, lines 4-7).

Claim 9 claims a system for developing a website, comprising: a content system for enabling a developer of the website to provide content for web pages of the website (see e.g., page 10, line 20 through page 12, line 5; Fig. 2, item 50; Fig. 3, item 62); a category system for enabling the developer to define categories for the web pages based on location within the website, each category being defined based on a type of subject matter of information in the content, and for assigning creator groups thereto (see e.g., page 10, line 20 through page 12, line 5; Fig. 2, item 50; Fig. 3, item 62), wherein the content for the categories can be defined only by the assigned creator groups; a site diagram system for enabling the developer to dynamically define and depict a hierarchical relationship between the web pages (see e.g., page 10, line 20 through page 12, line 5; Fig. 2, item 50; Fig. 3, item 62); a breadcrumb system for enabling the developer to specify whether breadcrumb code is inserted into the web pages (see e.g., page 12, line 6-18; Fig. 2, item 52); and a feedback system for enabling the developer to define a feedback mechanism for receiving and tracking feedback related to the website from a user (see e.g., page 13, line 8-16; Fig. 2, item 60), wherein the creator groups include creators chosen from the group consisting of: authors who prepare the content for posting to the website, editors who edit the content submitted by the authors and administrators who approve the content, wherein the

content (see e.g., page 10, line 20 through page 12, line 5; Fig. 2, item 50; Fig. 3, item 62), the relationship, the breadcrumb code, and the feedback mechanism of the website is adapted to be developed by a developer that has no knowledge of web-based programming and has no knowledge of Hypertext Markup Language (HTML) (see e.g., page 1, lines 4-7).

Claim 16 claims a method for developing a website, comprising the steps of: defining categories for web pages of the web site based on location within the website (see e.g., page 10, line 20 through page 12, line 5; Fig. 2, item 50; Fig. 3, item 62), each category being defined based on a type of subject matter of information in the content (see e.g., page 10, line 20 through page 12, line 5; Fig. 2, item 50; Fig. 3, item 62); assigning a creator group to each of the categories; providing content in a non-HTML format, and arranging the provided content into the categories; defining and depicting a hierarchical relationship between the web pages (see e.g., page 10, line 20 through page 12, line 5; Fig. 2, item 50; Fig. 3, item 62); specifying whether breadcrumb code is inserted into the web pages (see e.g., page 12, line 6-18; Fig. 2, item 52); and defining a feedback mechanism for receiving and tracking feedback related to the website from a user (see e.g., page 13, line 8-16; Fig. 2, item 60), wherein the creator groups include creators chosen from the group consisting of: authors who prepare the content for posting to the website, editors who edit the content submitted by the authors and administrators who approve the content (see e.g., page 10, line 20 through page 12, line 5; Fig. 2, item 50; Fig. 3, item 62), wherein the content, defining of the relationship, specifying of the breadcrumb code, and the defining of the feedback mechanism of the website are adapted to be performed by a creator that has no knowledge of web-based programming and has no knowledge of Hypertext Markup Language (HTML) (see e.g., page 1, lines 4-7).

Claim 22 claims a program product stored on a recordable medium for developing a website, which when executed comprises: program code for enabling a developer of the website to provide content for web pages of the website (see e.g., page 10, line 20 through page 12, line 5; Fig. 2, item 50; Fig. 3, item 62), wherein the web pages have defined categories based on location within the website into which the content is arranged (see e.g., page 10, line 20 through page 12, line 5; Fig. 2, item 50; Fig. 3, item 62), each category being defined based on a type of subject matter of information in the content (see e.g., page 10, line 20 through page 12, line 5; Fig. 2, item 50; Fig. 3, item 62); program code for enabling the developer to define and depict a hierarchical relationship between the web pages (see e.g., page 10, line 20 through page 12, line 5; Fig. 2, item 50; Fig. 3, item 62); program code for enabling the developer to specify whether breadcrumb code is inserted into the web pages (see e.g., page 12, line 6-18; Fig. 2, item 52); program code for inserting breadcrumb code into the web pages (see e.g., page 12, line 6-18; Fig. 2, item 52); and program code for allowing the developer to define a feedback mechanism for receiving and tracking feedback related to the website from the user, wherein the content (see e.g., page 13, line 8-16; Fig. 2, item 60), the relationship, the breadcrumb code, and the feedback mechanism of the website is are adapted to be developed by a creator that has no knowledge of web-based programming and has no knowledge of Hypertext Markup Language (HTML) (see e.g., page 1, lines 4-7).

Claim 29 claims a system for developing a website, comprising: a category system for enabling a creator of the website to establish and update via a graphical user interface a plurality of categories for web pages in the website based on location within the website (see e.g., page 10, line 20 through page 12, line 5; Fig. 2, item 50; Fig. 3, item 62), each category being based on a type of subject matter of information in the content stored on the website (see e.g., page 10,

line 20 through page 12, line 5; Fig. 2, item 50; Fig. 3, item 62), and for assigning creator groups to each category, wherein the generation of content is controlled to allow only the creator groups assigned to a particular category to create and update content for the particular category (see e.g., page 10, line 20 through page 12, line 5; Fig. 2, item 50; Fig. 3, item 62), the plurality of categories including a sports news category, a business news category, a local news category and a national news category (see e.g., page 10, line 20 through page 12, line 5; Fig. 2, item 50; Fig. 3, item 62); a breadcrumb system for allowing the creator to insert breadcrumb code into the website, the breadcrumb code for dynamically defining and depicting a site diagram (see e.g., page 12, line 6-18; Fig. 2, item 52), the site diagram being a hierarchical relationship between the web pages in the web site, through link documents that point to a web page in the hierarchy to allow a reader to see all visited web pages and to return to a particular page by selecting a corresponding link (see e.g., page 10, line 20 through page 12, line 5; Fig. 2, item 50; Fig. 3, item 62); a record system for keeping track of changes to the website made by creators in the creator groups; a calendar system for allowing creators to define a calendar for posting on the website that a user uses to keep track of calendaring information (see e.g., page 13, line 1-7; Fig. 2, item 56); a metric system for tracking access statistics regarding the website; a feedback system for allowing creators to define feedback code for receiving, tracking and handling feedback for the website from the user (see e.g., page 13, line 8-16; Fig. 2, item 60); wherein creators may develop the categories, the content, the creator groups, the breadcrumb code, the hierarchical relationship, the calendar and the feedback code of the website completely free of the need for hypertext markup language (HTML) (see e.g., page 1, lines 4-7) and other web-based programming skill, and wherein creator groups include authors who prepare the content for posting to the website, editors who edit the content submitted by the authors and administrators

who approve the content (see e.g., page 10, line 20 through page 12, line 5; Fig. 2, item 50; Fig. 3, item 62).

#### **GROUND OF REJECTION TO BE REVIEWED ON APPEAL**

1. Claims 1, 4, 7, 9, 22, 25 and 28 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Adobe GoLive 5.0 User Guide, (published 2000), hereinafter, “Adobe,” in view of Yurkovic *et al.* (U.S. Patent No. 6,668,353 B1), hereinafter “Yurkovic,” further in view of Boehne *et al.* (U.S. Patent No. 6,434,500), hereinafter, “Boehne.”
2. Claims 2, 12, 23 and 29 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Adobe in view of Yurkovic and Boehne and further in view of Yen *et al.* (U.S. Patent No. 6,724,918 B1), hereinafter “Yen.”
3. Claims 3 and 24 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Adobe in view of Yurkovic and Boehne and further in view of Stern (U.S. Patent No. 6,724,918), hereinafter “Stern.”
4. Claims 5 and 26 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Adobe in view of Yurkovic and Boehne and further in view of Busch *et al.* (U.S. Patent No. 6,656,050 B2), hereinafter “Busch,” and further in view of Daberko (U.S. Patent No. 5,787,445), hereinafter “Daberko.”
5. Claims 6, 10, 11, 16, 17, 20 and 27 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Adobe in view of Yurkovic and Boehne and further in view of Helgeson *et al.* (U.S. Patent No. 6,643,652 B2), hereinafter Helgeson.
6. Claims 13-14 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Adobe in view of Boehne, Helgeson, Yurkovic, Yen, and Stern.

7. Claim 15 stands rejected under 35 U.S.C. §103(a) as being unpatentable over Adobe in view of Yerkovic, Boehne, Yen, Stern, Busch and Daberko.
8. Claims 18 stands rejected under 35 U.S.C. §103(a) as being unpatentable over Adobe in view of Yerkovic, Boehne, Helgeson and Yen.
9. Claims 19 stands rejected under 35 U.S.C. §103(a) as being unpatentable over Adobe in view of Yerkovic, Boehne, Helgeson and Stern.
10. Claim 21 stands rejected under 35 U.S.C. §103(a) as being unpatentable over Adobe in view of Yerkovic, Boehne, Helgeson and Yen, Stern, Busch and Daberko.

## **ARGUMENT**

### **1. REJECTION OF CLAIMS 1, 4, 7, 9, 22, 25 and 28 UNDER 35 U.S.C. §103(a) OVER ADOBE, YURKOVIC AND BOEHNE**

Appellants respectfully submit that the rejection of claims 1, 4, 7, 9, 22, 25 and 28 under 35 U.S.C. 103(a) over Adobe, Yurkovic and Boehne is defective.

To establish a *prima facie* case of obviousness, three basic criteria must be met. First, there must be some suggestion or motivation, either in the references themselves or in the knowledge generally available to one of ordinary skill in the art, to modify a reference or to combine reference teachings. Second, there must be a reasonable expectation of success. Finally, the prior art reference (or references when combined) must teach or suggest all the claim limitations. Appellants respectfully submit that the Adobe, Yurkovic and Boehne references, taken alone or in combination, fail to meet each of the three basic criteria required to establish a *prima facie* case of obviousness. As such, the rejection under 35 U.S.C. §103(a) is defective.

In the above referenced Final Office Action, the Examiner alleges that the cited references teach or suggest a content system for enabling a developer to provide content for web

10/087,679 8



pages of the website, wherein the web pages have defined categories into which the content is arranged, each category being defined based on a type of subject matter of information in the content. The Examiner equates this feature of the claimed invention with the primary site window of Adobe in combination with the content of Yurkovic. The Examiner cites to figure 1 of Yurkovic as providing an example of content arranged by subject matter. However, a closer reading of Yurkovic would show that even though the areas in figure 1 have content based labels, the entire thrust of Yurkovic is the changing of content based on user location. Col. 3, lines 30-60. To this extent, change in content of Yurkovic is based on the physical location of the user and not the location within the web site. To this extent, Yurkovic does not teach or suggest that location based portions of the web pages themselves are arranged into categories based on the type of information in the category. Furthermore, information of Yurkovic is not indicated as being provided by a developer.

In contrast, the claimed invention includes "...a content system for allowing a developer to provide content for web pages of the website, wherein the web pages have defined categories into which the content is arranged, each category being defined based on a type of subject matter of information in the content." Claim 1. As such, in contrast to the location based space/time portal of Yurkovic, the web pages created by the content system of the claimed invention have defined categories into which the content is arranged, each category being defined based on a type of subject matter of information in the content. This information is provided by a developer of the web pages. Thus, the combination of Adobe GoLive and Yurkovic does not teach the content system of the claimed invention. Boehne does not cure this deficiency.

In the above referenced Final Office Action, the Examiner further alleges that the cited references teach or suggest a breadcrumb system for enabling a developer to specify whether

breadcrumb code is inserted into the web pages. In contrast, the history palette of Adobe that the Examiner equates with the breadcrumb system of the claimed invention lists up to 20 states of the page in layout view or Source view. Adobe does not teach or suggest that its history palette is used to enable a *developer* to specify whether breadcrumb code is inserted by a developer into a developed web page, but rather that a system is already in place for use by a *user*.

In contrast, the claimed invention includes "...a breadcrumb system for enabling the developer to specify whether breadcrumb code is inserted into the web pages." Claim 1. As such, the breadcrumb system of the claimed invention does not merely list multiple states of a page as does the history palette of Adobe, but rather enables a developer to specify whether breadcrumb code is inserted into the web pages. Neither of the Yurkovic and Boehne references cures this deficiency.

In the above referenced Final Office Action, the Examiner alleges that the cited references teach or suggest a calendar system for enabling a developer to define a calendar within the website that a user uses to keep track of calendaring events. The Examiner admits that Adobe fails to specifically disclose use of a calendar system for defining a calendar within the website. Instead, the Examiner cites a passage of Yurkovic that discloses a calendar system that changes content on a web site based on date/time. To this extent, Yurkovic teaches, at best, utilizing a calendar to change web content. Yurkovic, however, does not teach enabling a developer to define a calendar, i.e., to create one from scratch. Furthermore, Appellants could find no support for the Examiner's proposition that the particular calendar of Yurkovic has the ability to "keep track of appointments and other calendar events." Final Office Action, page 4. In contrast, the claimed invention includes "...a calendar system for enabling a developer to define a calendar within the website." Claim 1. As such, the calendar system of the claimed

invention does not merely change web content based on date/time and utilize an already created calendar as does Yurkovic, but rather enables a developer to define a calendar within the website. Thus, the calendar system of Yurkovic does not teach or suggest the calendar system of the claimed invention. None of the other references cures these deficiencies.

Similarly, the feedback system of Boehne, which the Examiner equates with the feedback system of the claimed invention, provides feedback to an operator, and does not provide a developer of a website a way to define a feedback mechanism for the website.

Even assuming, *arguendo*, that the cited references teach or suggest the features of the claimed invention, there is no motivation or suggestion in the references themselves or elsewhere in the art for combining the references. In particular, each of the references performs its particular function in a different environment. For example, a specific Adobe environment is key to Adobe while the other references perform their functions in various custom and non-Adobe environments. To this extent, it is unclear whether the other references would function correctly if placed in the Adobe environment, or whether Adobe would function correctly if placed in the custom environments of the other references. Furthermore, it is unclear whether the alleged ability of Adobe to enable a non-programmer to develop a web site could be extended to the other references to allow a developer to develop all of the mechanisms of the claimed invention without a need for knowledge of web-based programming. As such, Appellants contend that the Examiner's combination of references is based upon hindsight resulting from the teachings of the claimed invention and not from any teaching or suggestion in the references themselves or in the art.

With further regard to the rejection as a whole, Appellants note that the Examiner's rejection of independent claim 1 seeks to combine three different references to support its

obviousness rejection, and six or more references for other claims. To this extent, Appellants submit that it is unfathomable how the Office can maintain its contention that there is motivation or suggestion in the references themselves or elsewhere to combine such diverse references. This is further accentuated by the fact that each of the references performs a vastly different task. Accordingly, Appellants submit that the combinations that underlie the Examiner's rejections are flawed. Accordingly, the Examiner has failed prove a *prima facie* case of obviousness.

**2. REJECTION OF CLAIMS 2, 12, 23 AND 29 UNDER 35 U.S.C. §103(a) OVER ADOBE, YURKOVIC, BOEHNE AND YEN**

Appellants herein incorporate the above enumerated arguments. Additionally, Appellants respectfully submit that the Yen reference fails to cure the deficiency. Accordingly, the Examiner has failed prove a *prima facie* case of obviousness.

**3. REJECTION OF CLAIMS 3 AND 24 UNDER 35 U.S.C. §103(a) OVER ADOBE, YURKOVIC, BOEHNE AND STERN**

Appellants herein incorporate the above enumerated arguments. Additionally, Appellants respectfully submit that the Stern reference fails to cure the deficiency. Accordingly, the Examiner has failed prove a *prima facie* case of obviousness.

**4. REJECTION OF CLAIMS 5 AND 26 UNDER 35 U.S.C. §103(a) OVER ADOBE, YURKOVIC, BOEHNE, BUSCH AND DABERKO**

Appellants herein incorporate the above enumerated arguments. Additionally, Appellants respectfully submit that the Busch and Daberko references fail to cure the deficiency. Accordingly, the Examiner has failed prove a *prima facie* case of obviousness.

**5. REJECTION OF CLAIMS 6, 10, 11, 16, 17, 20 AND 27 UNDER 35 U.S.C. §103(a) OVER ADOBE, YURKOVIC, BOEHNE AND HELGESON**

Appellants herein incorporate the above enumerated arguments. Additionally, Appellants respectfully submit that the Helgeson reference fails to cure the deficiency. Accordingly, the Examiner has failed prove a *prima facie* case of obviousness.

**6. REJECTION OF CLAIMS 13 AND 14 UNDER 35 U.S.C. §103(a) OVER ADOBE, YURKOVIC, BOEHNE, HELGESON, STERN AND YEN**

Appellants herein incorporate the above enumerated arguments. Additionally, Appellants respectfully submit that the Helgeson, Stern and Yen references fail to cure the deficiency. Accordingly, the Examiner has failed prove a *prima facie* case of obviousness.

**7. REJECTION OF CLAIM 15 UNDER 35 U.S.C. §103(a) OVER ADOBE, YURKOVIC, BOEHNE, YEN, STERN, BUSCH AND DABERKO**

Appellants herein incorporate the above enumerated arguments. Additionally, Appellants respectfully submit that the Yen, Stern, Busch and Daberko references fail to cure the deficiency. Accordingly, the Examiner has failed prove a *prima facie* case of obviousness.

**8. REJECTION OF CLAIM 18 UNDER 35 U.S.C. §103(a) OVER ADOBE, YURKOVIC, BOEHNE, HELGESON AND YEN**

Appellants herein incorporate the above enumerated arguments. Additionally, Appellants respectfully submit that the Helgeson and Yen references fail to cure the deficiency. Accordingly, the Examiner has failed prove a *prima facie* case of obviousness.

**9. REJECTION OF CLAIM 19 UNDER 35 U.S.C. §103(a) OVER ADOBE, YURKOVIC, BOEHNE, HELGESON AND STERN**

Appellants herein incorporate the above enumerated arguments. Additionally, Appellants respectfully submit that the Helgeson and Stern references fail to cure the deficiency.

Accordingly, the Examiner has failed prove a *prima facie* case of obviousness.

**10. REJECTION OF CLAIM 21 UNDER 35 U.S.C. §103(a) OVER ADOBE, YURKOVIC, BOEHNE, HELGESON, BUSCH AND DABERKO**

Appellants herein incorporate the above enumerated arguments. Additionally, Appellants respectfully submit that the Helgeson, Burch and Daberko references fails to cure the deficiency.

Accordingly, the Examiner has failed prove a *prima facie* case of obviousness.

**CONCLUSION**

In summary, Appellants submit that claims 1-29 are allowable because the cited references, taken alone or in combination, fail to meet each of the three basic criteria required to establish a *prima facie* case of obviousness.

Respectfully submitted,

/Hunter E. Webb/

---

Hunter E. Webb  
Reg. No.: 54,593

Date: June 25, 2009  
Hoffman Warnick LLC  
75 State Street, 14<sup>th</sup> Floor  
Albany, New York 12207  
(518) 449-0044  
(518) 449-0047 (fax)

## CLAIMS APPENDIX

### Claim Listing:

1. A system for developing a website, comprising:

a content system for enabling a developer of the website to provide content for web pages of the website, wherein the web pages have defined categories based on location within the website into which the content is arranged, each category being defined based on a type of subject matter of information in the content;

a site diagram system for enabling the developer to dynamically define and depict a relationship between the web pages;

a calendar system for enabling the developer to define a calendar within the website that a user uses to keep track of calendaring information;

a breadcrumb system for enabling the developer to specify whether breadcrumb code is inserted into the web pages; and

a feedback system for enabling the developer to define a feedback mechanism for receiving and tracking feedback related to the website from the user,

wherein the content, the relationship, the calendar, the breadcrumb code, and the feedback mechanism of the website are adapted to be developed by a developer that has no knowledge of web-based programming and has no knowledge of Hypertext Markup Language (HTML).

2. The system of claim 1, further comprising:

a category system for enabling the developer to define the categories and assigning creator groups thereto, wherein the content for the categories can be defined only by the assigned creator groups;

a record system for tracking changes to the content; and

a metric system for tracking access to the web pages,

wherein the creator groups include creators chosen from the group consisting of: authors who prepare the content for posting to the website, editors who edit the content submitted by the authors and administrators who approve the content.

3. The system of claim 1, further comprising:

a subscription system for subscribing to the website and for generating an alert to subscribers when new content is posted on the website;

a currency system for generating a reminder to update the content; and

an information system for generating a list of new content that is posted to the website.

4. The system of claim 1, further comprising:

a side bar system for defining a side bar of information;

a link system for defining links within the content;

a view system for generating a list of current content and corresponding links, based on at least one predetermined criterion; and

a template system for defining a template for the web pages.



5. The system of claim 1, further comprising:

a role system for defining roles of creators of the website;

a promotion system for defining a promotion schedule for content to be posted on the web pages; and

a removal system for defining whether the content is hidden, deleted or archived.

6. The system of claim 1, further comprising a loading system for converting the content from a non-HTML format into an HTML format and for loading the web pages onto a web server.

7. The system of claim 1, wherein the breadcrumb code allows a reader of the website to view a list of web page links corresponding to web pages of the website visited by the reader, and further allows the reader to select a particular link on the list to return to the corresponding web page.

8. The system of claim 1, wherein the site diagram system depicts the relationship as links on the website.

9. A system for developing a website, comprising:

a content system for enabling a developer of the website to provide content for web pages of the website;

a category system for enabling the developer to define categories for the web pages based on location within the website, each category being defined based on a type of subject matter of

information in the content, and for assigning creator groups thereto, wherein the content for the categories can be defined only by the assigned creator groups;

a site diagram system for enabling the developer to dynamically define and depict a hierarchical relationship between the web pages;

a breadcrumb system for enabling the developer to specify whether breadcrumb code is inserted into the web pages; and

a feedback system for enabling the developer to define a feedback mechanism for receiving and tracking feedback related to the website from a user,

wherein the creator groups include creators chosen from the group consisting of: authors who prepare the content for posting to the website, editors who edit the content submitted by the authors and administrators who approve the content,

wherein the content, the relationship, the breadcrumb code, and the feedback mechanism of the website is are adapted to be developed by a developer that has no knowledge of web-based programming and has no knowledge of Hypertext Markup Language (HTML).

10. The system of claim 9, wherein the content is defined in a non-HTML format and is converted to an HTML format by a loading system.

11. The system of claim 10, wherein the loading system further loads the web pages onto a web server.

12. The system of claim 9, further comprising:

a calendar system for enabling the developer to define a calendar within the website;

a record system for tracking changes to the content; and  
a metric system for tracking access to the web pages.

13. The system of claim 12, further comprising:

a subscription system for subscribing to the website and for generating an alert to subscribers when new content is posted on the website;  
a currency system for generating a reminder to update the content; and  
an information system for generating a list of new content that is posted to the website.

14. The system of claim 13, further comprising:

a side bar system for defining a side bar of information;  
a link system for defining links within the content;  
a view system for generating a list of current content and corresponding links, based on at least one predetermined criterion; and  
a template system for defining a template for the web pages.

15. The system of claim 14, further comprising:

a role system for defining roles of creators of the website;  
a promotion system for defining a promotion schedule for content to be posted on the web pages; and  
a removal system for defining whether the content is hidden, archived or deleted.

16. A method for developing a website, comprising the steps of:

defining categories for web pages of the web site based on location within the website,  
each category being defined based on a type of subject matter of information in the content;  
assigning a creator group to each of the categories;  
providing content in a non-HTML format, and arranging the provided content into the  
categories;  
defining and depicting a hierarchical relationship between the web pages;  
specifying whether breadcrumb code is inserted into the web pages; and  
defining a feedback mechanism for receiving and tracking feedback related to the website  
from a user,  
wherein the creator groups include creators chosen from the group consisting of: authors  
who prepare the content for posting to the website, editors who edit the content submitted by the  
authors and administrators who approve the content,  
wherein the content, defining of the relationship, specifying of the breadcrumb code, and  
the defining of the feedback mechanism of the website are adapted to be performed by a creator  
that has no knowledge of web-based programming and has no knowledge of Hypertext Markup  
Language (HTML).

17. The method of claim 16, further comprising the steps of:

converting the content into an HTML format; and  
loading the web pages onto a web server.

18. The method of claim 16, further comprising the steps of:

defining a calendar within the website that a user can use to keep track of calendaring information;

tracking changes to the content; and

tracking access to the web pages.

19. The method of claim 16, further comprising the steps of:

receiving subscriptions to the website and generating an alert to subscribers when new content is posted on the website;

generating a reminder to update the content; and

generating a list of new content that is posted to the website.

20. The method of claim 16, further comprising the steps of:

defining a side bar of information;

defining links within the content;

generating a list of current content and corresponding links, based on at least one predetermined criterion; and

defining a template for the web pages.

21. The method of claim 16, further comprising:

defining roles of creators of the website;

defining a promotion schedule for the content to be posted on the web pages; and

defining whether the content is hidden, deleted or archived

22. A program product stored on a recordable medium for developing a website, which when executed comprises:

program code for enabling a developer of the website to provide content for web pages of the website, wherein the web pages have defined categories based on location within the website into which the content is arranged, each category being defined based on a type of subject matter of information in the content;

program code for enabling the developer to define and depict a hierarchical relationship between the web pages;

program code for enabling the developer to specify whether breadcrumb code is inserted into the web pages;

program code for inserting breadcrumb code into the web pages; and

program code for allowing the developer to define a feedback mechanism for receiving and tracking feedback related to the website from the user,

wherein the content, the relationship, the breadcrumb code, and the feedback mechanism of the website is are adapted to be developed by a creator that has no knowledge of web-based programming and has no knowledge of Hypertext Markup Language (HTML).

23. The program product of claim 22, further comprising:

program code system for defining the categories and assigning creator groups thereto, wherein the content for the categories can be defined only by the assigned creator groups;

program code for tracking changes to the content; and

program code for tracking access to the web pages,

wherein the creator groups include creators chosen from the group consisting of: authors who prepare the content for posting to the website, editors who edit the content submitted by the authors and administrators who approve the content.

24. The program product of claim 22, further comprising:

program code for subscribing to the website and for generating an alert to subscribers when new content is posted on the website;

program code for generating a reminder to update the content; and

program code for generating a list of new content that is posted to the website.

25. The program product of claim 22, further comprising:

program code for defining a side bar of information;

program code for defining links within the content;

a program code for generating a list of current content and corresponding links, based on at least one predetermined criterion; and

program code for defining a template for the web pages.

26. The program product of claim 22, further comprising:

program code for defining roles of creators of the website;

program code for defining a promotion schedule for content to be posted on the web pages; and

program code for defining whether the content is hidden, deleted or archived.

27. The program product of claim 22, further comprising program code for converting the content from a non-HTML format into an HTML format and for loading the web pages onto a web server.

28. The program product of claim 22, wherein the breadcrumb code allows a reader of the website to view a list of web page links corresponding to web pages of the website visited by the reader, and further allows the reader to select a particular link on the list to return to the corresponding web page.

29. A system for developing a website, comprising:

a category system for enabling a creator of the website to establish and update via a graphical user interface a plurality of categories for web pages in the website based on location within the website, each category being based on a type of subject matter of information in the content stored on the website, and for assigning creator groups to each category, wherein the generation of content is controlled to allow only the creator groups assigned to a particular category to create and update content for the particular category, the plurality of categories including a sports news category, a business news category, a local news category and a national news category;

a breadcrumb system for allowing the creator to insert breadcrumb code into the website, the breadcrumb code for dynamically defining and depicting a site diagram, the site diagram being a hierarchical relationship between the web pages in the web site, through link documents that point to a web page in the hierarchy to allow a reader to see all visited web pages and to return to a particular page by selecting a corresponding link;



a record system for keeping track of changes to the website made by creators in the creator groups;

a calendar system for allowing creators to define a calendar for posting on the website that a user uses to keep track of calendaring information;

a metric system for tracking access statistics regarding the website;

a feedback system for allowing creators to define feedback code for receiving, tracking and handling feedback for the website from the user;

wherein creators may develop the categories, the content, the creator groups, the breadcrumb code, the hierarchical relationship, the calendar and the feedback code of the website completely free of the need for hypertext markup language (HTML) and other web-based programming skill, and

wherein creator groups include authors who prepare the content for posting to the website, editors who edit the content submitted by the authors and administrators who approve the content.

## **EVIDENCE APPENDIX**

No evidence is entered and relied upon in the appeal.

## **RELATED PROCEEDINGS APPENDIX**

No decisions rendered by a court or the Board in any proceeding are identified in the related appeals and interferences section.